

Renuma's Privacy Policy in plain English

General Contact

We don't use cookies to track individuals or usage ourselves. The companies that provide us with the website use a couple of cookies for the smooth running of the site and for security, because we ask them to keep our website safe.

We don't do mass email mailings or automated processing of your personal details. We don't have newsletters for you to subscribe to.

If you contact us (via our website or directly) then we do use your contact details to reply to you. Obviously we store your contact details to do that. If you ask us not to contact you, then we won't contact you. We will, of course, keep some of your contact details so that if your name comes up through some other route we have a way to know not to contact. We do usually keep historical correspondence in an archive.

Contact with clients & potential clients

We don't usually have "retail" clients of our own. Our clients are usually organisations who want to improve their relationships. When a client asks us to improve their relationships, we carry out a survey of the people involved on all sides of that relationship. That is typically their own staff and the staff of some other organisation they have a relationship with. Sometimes, our clients do want us to help them understand and improve the relationship with some group of the public (such as their retail customers). Our clients provide us with contact details of people they want us to survey. That could be you. We regard it as our duty to work for your interests as much as our paying client's interests: it's part of taking you and your relationship with the client seriously.

If we are given your contact details by a client, we contact you to invite you to participate in the survey and to explain what the survey is for. We use an automated process to do this. If you don't want to participate in the survey, then you have the option to opt out (& we won't contact you about the survey again). Since we are working on behalf of particular clients, we do not assume that you never want to be contacted about any survey – whilst this particular relationship may not matter to you, you may want to comment about another one at some future time.

Results and analysis from our surveys are anonymised and aggregated. We take steps to ensure that our clients (or any other participants) cannot identify your individual responses. This is because most of our work is to improve group to group relationships so there is no benefit to anyone in identifying individuals. If you explicitly ask to be contacted after the survey, then we provide your contact details to the client (and any comments you have provided) but still do not associate you with your individual responses in the results or analysis.

The only exception to this anonymised approach is when we are asked to improve the relationships between individuals rather than groups. In those cases, we would explain that if you choose to participate you will see each other's responses and you will have an opportunity to discuss them, facilitated by our team. If you don't want to participate in improving that particular inter-personal relationship, then you don't have to.

Sometimes, clients ask us to improve their relationship with particular sensitive groups. In order to do that, they may identify you as a member of that sensitive group (and so tell us your gender or other potentially sensitive information). As with any other project, you have the right to participate

or not. Similarly we only present anonymised analysis and aggregated analysis and take steps to make sure that your responses cannot be identified.

If your contact details were wrong and you tell us to correct them, then we also inform the client who gave us the incorrect details. We don't give your contact details to anyone else. We do sometimes use survey hosting services such as Question Pro & Survey Monkey. In order to invite you to participate and administer the survey, we need to upload your name, email address and nature of association with the group you represent. We delete the individual online responses to a survey, once the survey is complete and we have downloaded the responses for analysis.

When we have completed a project with you and our client, we archive the data. We do not use your personal data for any other purpose. If the client asks us to repeat a survey to see whether the relationship has improved, and if you have not already told us that you didn't want to participate, then we will contact you again and invite your participation once more. As with the first survey, your responses will be anonymised and aggregated as usual. We will compare the results to those in our archive. Obviously if you can choose not to participate in a repeat survey.

If you have any questions or concerns then please do contact us at info@renuma.com. If you really want to read a fuller version of this policy in legal language then please request it at the same email address.